

**ABSTRACT**

A domain name system includes a native language domain name registrar, which receives a native language domain name registration request. The native language domain name comprises at least one non-alphanumeric character not included in the allowable character set for domain name registration, i.e., the English alphabets A through Z, the Arabic numbers 0 through 9 and the hyphen "-". Each of the non-alphanumeric characters is converted to a string of alphanumeric characters to produce an alphanumeric domain name comprised of strings of alphanumeric characters uniquely representing the native language domain name being requested to be registered. The resulting alphanumeric domain name is registered with the domain name registration system, and is used in the domain name/IP address entry in the domain name server (DNS). An algorithm based conversion between each of the native language character and the corresponding alphanumeric character string is used to maintain a unique correspondence between a native language character and the corresponding alphanumeric character string. The same algorithm may be provided to the web browsers installed on the computer of a world-wide-web (WWW) user to convert native language domain names to the corresponding alphanumeric domain names, which are ultimately used for domain name lookup process during the respective WWW browse sessions.